

RATING PENDING
RP
CONTENT RATED BY
ESRB

Visit www.esrb.org
or call 1-800-771-3772
for more info.

ROSWELL

conspiracies

ALIENS, MYTHS & LEGENDS





<CLASSIFIED>

CASE FILE: **ROSWELL CONSPIRACIES™**
ALIENS, MYTHS & LEGENDS

HEADQUARTERS:

SUBJECT:

DEFENSIVE MEASURES: The Earth has responded with a select, underground multi-national movement of elite police officers, military forces, British Special Air Service operatives and FBI agents called The Global Alliance.

KEY AGENTS:

Nick Logan - Bounty Hunter recruited by Alliance for ability to track and detect alien life forms.
Sh'Lainn Blaze - Renegade Banshee who defected from native race to work for the Alliance.

REMARKS:

CASE STATUS:

The future of all humanity depends on the success of Global Alliance leaders Nick and Sh'Lainn.
Public suspicion of the alien invasion is high. Rumors are circulating the globe, and an animated children's television series called the **ROSWELL CONSPIRACIES** will launch in the fall of 2000.

Game Boy® Color

Primary Features:

- * Play as character Detective Agent Nick Logan
- * Engage in hand to hand combat and capture aliens with never before seen high tech weapons
- * Chase aliens by driving a variety of vehicles including a truck and a humvee
- * Decipher puzzles written on walls and bits of paper to gain clues about hidden aliens
- * 10 thrilling levels set in five exciting locations plus 7 sub driving games
- * Top down action/adventure
- * Developed by Crawfish Interactive



PlayStation® Game Console

Primary Features:

- * Play as Nick Logan, with hints from Sh'Lainn Blaze, Detection Agents for the Alliance
- * Capture aliens with never before seen high tech weapons
- * Broad range of actions from shooting, running and hand-to-hand combat
- * Decipher puzzles, gain clues about hidden aliens
- * Watch the story unfold through seamless in-game cut scenes
- * 15 stages over 5 distinctly different level locations plus a training room, combat room, firing range and Smith Hessler's Workshop
- * 3rd person action/adventure featuring first person sub-games
- * Developed by Red Lemon Studios, Ltd.



THEY WALK AMONG US

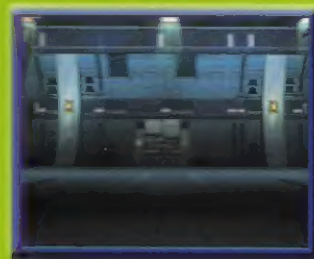
NINTENDO⁶⁴



Nintendo[®] 64

Primary Features:

- * Face off against fierce alien predators as either Detective Agent Nick Logan or Sh'Lainn Blaze
- * Each character comes with a unique arsenal of abilities and high-tech weapons
- * Do whatever it takes—run, walk, jump, hang or climb—to catch those nasty aliens
- * Guard against getting your cover blown as you operate amongst innocent bystanders
- * Brain-bending puzzles reveal secrets about hidden aliens
- * Dynamic cinematics bring Roswell adventure to life
- * 26 mind-blowing levels stretching across 6 exotic locations
- * Heart-pounding third-person action/adventure
- * Developed by Climax Group



Dreamcast

Primary Features:

Sega Dreamcast

- * Play as both Nick Logan and Sh'Lainn Blaze, Detection Agents for the Alliance, using their own special abilities
- * Capture aliens with never before seen high tech weapons
- * Climb, hang, jump, walk and run to catch those pesky aliens
- * Avoid human bystanders to keep from being detected
- * Decipher puzzles and gain clues about hidden aliens
- * Watch the story unfold through seamless FMA cut scenes
- * 26 thrilling levels set in 6 distinctly different locations
- * 3rd person action/adventure
- * High Resolution 640x480
- * VMU/Rumble Pack Support
- * Developed by Climax Group



Landing on a Platform Near You

Multi-product, franchise release

- * Roswell PlayStation® - November, 2000
- * Roswell Nintendo 64 - November, 2000
- * Roswell Game Boy Color - November, 2000
- * Roswell Dreamcast - November, 2000
- * Roswell animated television series launch on BKN September, 2000
- * Roswell worldwide toy launch by GP Toys - September, 2000 (Action figures, accessories for action figures, vehicles, role play accessories, playsuits)



A Worldwide Campaign of Conspiracy

Aggressive PR Campaign

- * Extensive coverage in top console magazines
- * Pre-launch to include trade and consumer press releases, previews, teasers on websites and "behind the scenes" features and strategy guides in all gaming publications.
- * Nationwide press tour - July/August
- * Informational, product and preview mailings to database of over 100K gamers in the US
- * Reviews timed to hit during launch

Total Infiltration of Your Local Newsstand

Over \$300,000 in Print Media

- * Targeted to male teens in core gaming publications
- * Teaser ads starting in August and will run through September
- * Launch ads will run in October through January

Aliens, Myths and Two Million in Media

Television Media Buy

- * 3 week flight at game launch
- * \$2 million media buy
- * Prime time national cable programming
- * Additional tv campaign, supporting toy launch
- * Special promotions with game tie-ins on BKN tv network

Arming Every Store To The Teeth

In-store Merchandising

- * In-store standees, counter cards, posters, point-of-purchase displays available
- * In-store video loop
- * Oversized and regular sized boxes available before and during launch
- * Individualized special promotions, pre-sell/on-sale offers
- * Demo discs

Uncover a Web of Intriguing Activities

Online/Internet Activities

- * Advertising and promotions on online console gaming sites, including GameProWorld.com, videogames.com and PSXNation
- * Banner advertising
- * Over 1.5 million hits per day on RSE website will drive retail sales
- * Retailer websites to be used for pre-sell campaign



Red Storm Entertainment, Inc. 2000 Aerial Center, Suite 110 Morrisville, NC 27560

www.redstorm.com

© 2000 Red Storm Entertainment, Inc. All rights reserved. Roswell Conspiracies: Aliens, Myths & Legends™ is a trademark of BKN Entertainment, Inc. Red Storm Entertainment is a trademark of Jack Ryan Enterprises, Ltd. and Larry Bond. PlayStation and the PlayStation logos are registered trademarks of Sony Computer Entertainment Inc. Nintendo, Nintendo 64 and the "N" logo are trademarks of Nintendo of America Inc. © 1989, 1998 Nintendo of America Inc. Sega, Dreamcast, the Dreamcast logo are either registered trademarks or trademarks of SEGA Enterprises, Ltd. All rights reserved.

As seen on



network

Roswell PlayStation®
Roswell Nintendo 64
Roswell GameBoy Color
Roswell Dreamcast

646227481392
646227460397
646227477395
646227491001